

# Worksession

<b>Agenda Item #</b>	7
<b>Meeting Date</b>	25 July 2005
<b>Prepared By</b>	Sara Anne Daines HCD Director
<b>Approved By</b>	Barbara Matthews City Manager

<b>Discussion Item</b>	Community Center Public Art Policy
<b>Background</b>	<p>The new Community Center is viewed by the Arts and Humanities Commission (AHC) as an opportunity for local artists to display and sell their work and to meet to exchange ideas and techniques. The coordination of such exhibits can be challenging. To facilitate this process and clearly identify how artwork will be selected, displayed and exhibits promoted, the AHC has developed a draft policy and procedures document for the Council's consideration.</p> <p>The proposal provides for the formation, by the AHC, of an Exhibition Committee comprised of AHC members, and volunteers. The Committee would be responsible for working with the AHC and the City to coordinate up to four exhibits per year and to oversee smaller revolving displays of artwork submitted by individual artists, local artists groups, students, crafters, and others.</p> <p>The proposal addresses how artwork would be solicited and displayed. It addresses the need to promote the work and includes a preliminary budget. Issues of liability, insurance, and possible subject matter restrictions have not been resolved.</p>
<b>Policy</b>	<p>"Takoma Park will have a flourishing cultural community where artists are valued and community efforts are offered to enable their success."</p> <p style="text-align: right;">Community Cultural Values</p> <p style="text-align: center;">"Creative Vision: A Cultural Plan for the City of Takoma Park (May 2005)"</p>
<b>Fiscal Impact</b>	To be determined on a case by case basis as exhibits are installed and promoted
<b>Attachments</b>	<ul style="list-style-type: none"> <li>Art in the Municipal Building (DRAFT - July 2005)</li> </ul>
<b>Recommendation</b>	To review and comment on the proposed policy and procedures for the display of artwork in the new Community Center
<b>Special Consideration</b>	The Arts and Humanities Commission is interested in curating an exhibit for the anticipated opening of the Community Center this fall. If the Commission's proposal is generally endorsed by the Council on July 25, work on the exhibit would begin prior to its formal approval. A resolution adopting the proposed policy and procedures would come before the Council for consideration following the August break.

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## Art in the New Municipal Building

The Municipal Building provides a good opportunity to display art. It would be an opportunity for local artists to display and sell their work, to meet one another and to exchange ideas and techniques.

An Exhibition Committee, an AHC subcommittee, made of interested AHC members and volunteers from the public sector would work with the City to have exhibits in the Municipal Building.

Things to be taken care of for successful exhibits:

- Set dates for exhibit and set up calendar for the exhibits for the year
- Publicize exhibits by flyers, e-mail and newspapers
- Selection of work-review work from groups and individuals
- Select and communicate with curator
- Make sure selected artists know dates of exhibit, reception, and delivery and pick up of work. Work usually must remain in exhibit until it is over. Sometimes when there is a big sale, the work is sold and removed and replaced.
- Make invitations to be given to each artist in show to mail out
- Set up date for delivery of work
- Hang exhibit- get necessary hardware (extra wire and eyehooks, etc) and ladder. Arrange lighting if possible to show work in best light.
- Make and put up labels- stating artist, medium and price- These are put on wall next to piece or listed during exhibit. Each artist has filled out form with this information.
- Reception- purchase items, (cups, napkins, tablecloth, flowers, drink, finger food, serving plates for food) set up, clean up
- Handle sales
- Set up date and supervise pick up of work when the exhibit is over

### 1. Getting art for display

The art may be;

#### A. Invitational

In this case specific artists are invited to show one or more works. A curator would gather the art of one or more artists to exhibit together.

#### B. Call for entries

A call for entries either from Takoma Park or a wider area would be publicized in the city papers and by e-mail lists. A well-known curator can gather many artists to submit work for the exhibit. The curator could be chosen from local artists or writers or even the city council could take turns selecting an exhibit.

#### C. Groups.

There are many groups who have art that they wish to display. The groups could be Takoma Artists Guild or senior citizens from art classes or children's' art from the Recreation Department and many others. Framed poems with illustrations might be a display. Artists from public art competitions might be shown. The group would be responsible for selecting and gathering the work together. Proposals from groups could

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be submitted yearly. They would be given specific months to exhibit. They would plan and gather work for their timeslot. TAG has been given to believe it will have some display place but I believe only a specific location, such as a hall or one wall would be best for their regular display and not the entire space or the majority of it.

#### **D. Individual artists**

Artists may want to put together an exhibit of their work for display- a one person exhibit. Artists could submit slides or photos of their work and a resume and they could be reviewed and chosen to have an exhibit. The artist could handle the selection of work, hanging, invitation and removal of work.

### **2. Location**

Although it is not certain which or how many walls will be available for hanging art, probably there will be prime locations and perhaps some locations for free standing sculpture. The main entryway would have the most prominent location. It could have exhibits that change every 3 months. Other spaces (halls-rooms) could have smaller group exhibits on different schedules.

### **3. Hanging the work**

After the work is chosen it must be arranged in an interesting way to be hung. Ladders or hardware must be brought to the hanging. There could be a hanging committee or the artists could be asked to help in this process. All work for showing must be ready to hang and sturdy and secure or it will not be accepted. The art must be delivered to the Municipal Building at a specific time and then hung at that time. The hanging date is important because if the work is not there it cannot be hung and storage of work can cause damage and expense. Pick up of work is also important after the show is over.

### **4. Labels and pricelists**

For each show a list of the exhibiting artists, the media of the work and the price if the work is for sale should be listed. If there is a theme it should also be displayed to help viewers understand the concepts involved.

### **5. Reception**

Each exhibit could have an opening or closing reception. Refreshments could be served and the artists would have an opportunity to talk about their work. Invitations could be made so artists would have an opportunity to invite potential buyers. Tablecloth, napkins, cups, ice, refreshments are part of a reception.

### **6. Publicity**

In order for an exhibit to be successful-people must see it. Posters can be put up and newspapers alerted and invitations made and mailed.

### **7. Budget**

Having exhibits even 4 a year need planning and money. Someone is needed to supervise the call for entries, the receiving of art to hang, the hanging, the labels and pricelist, the reception, the publicity, the pick up of work.

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Any exhibition could be financed by:

- An artist fee to submit work for jurying
- An acceptance fee of those artists accepted - If artists are going to pay a hanging fee they will expect a reception and publicity and invitations.
- Ask the group sponsoring the show to cover expenses
- The curator could be asked to oversee this for each show but that is a lot of work.

### **To Save Money**

- Each exhibit need not have a reception.
- The invitations could be flyers that the artists distribute.
- Fewer exhibits a year would cut the budget.
- Each exhibit would be entirely run and paid for by the group or individual responsible for each exhibit. The Exhibition Committee would liason with each group.

The Exhibition Committee would select groups and individual artists from submitted requests and delegate times and oversee that things happen and run smoothly.

### **Sample Budget**

\$20 acceptance fee from 20 artists=\$400

\$150 honorarium to curator

\$100 for reception

\$150 for invitations, printing, flyers, mailing, labels and other miscellaneous

### **8. Forms**

It is helpful to have forms that state the dates of show and delivery and pick up dates for each exhibit. Who is the responsible party and who will handle the various jobs?

Another form is necessary for each artist that states name, contact information, number of pieces in exhibit, title of pieces and medium of pieces and price of pieces. This would be listed and posted with the exhibit.

### **9. Insurance**

Who handles insurance of pieces in exhibit- the artists or city? Damage of work?

Liability for people in Municipal Building.

### **10. Subject matter of art**

This being Takoma Park, many topics are fine for art. Are there any subjects not acceptable- Nudity? Sexuality? Torture? Political views? I believe any art with intention to educate and well done is good. This is a Municipal Building, however. Is there gallery space that has less access by the general public, where art could be exhibited? Greenbelt has a gallery space in a closed room, for example?